

USER PERSONA

Simran Gupta-Sharma

Developer advocate

Visual learner, crawler

SCENARIO

- I love infographics, but I am not very artistic. I want to find ways to present data visually without needing to install expensive software. English isn't my first language, so I struggle with long complicated words. Once I find something my eye likes, I tend to explore. Long walls of text turn me away.

GOALS

- Gain knowledge

AGE 24

GENDER Female

EDUCATION
Bachelor of science, physics

LIKES



*Interactive
visuals*

DISLIKES



*Nested con-
tent*

DEVICE

Windows OS,
laptop monitor

BROWSER

Windows edge

ACCESSIBILITY

None

SKILL LEVEL

High